

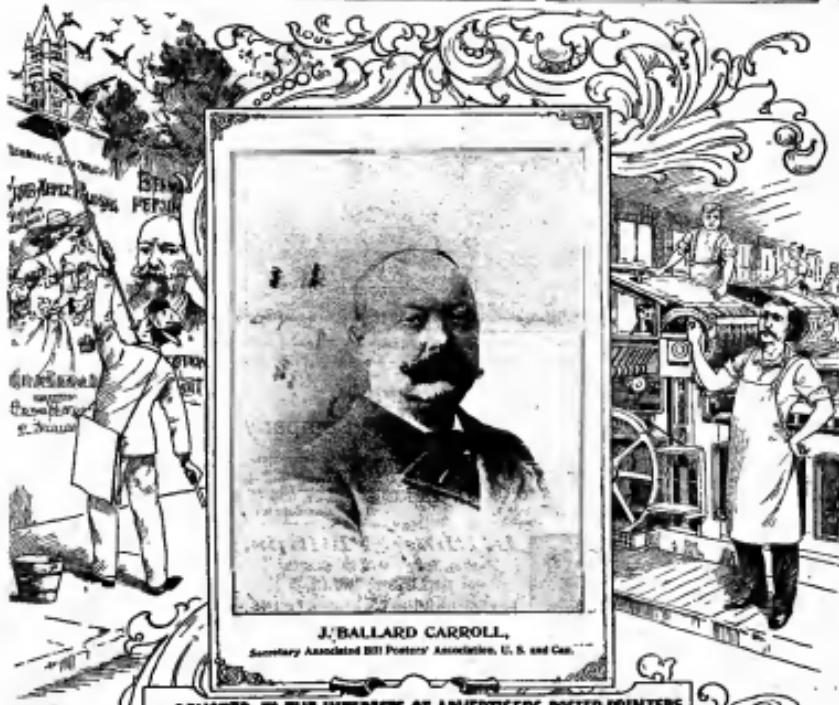
BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. I, No. 2.

CINCINNATI, DECEMBER 1, 1894.

PRICE IN CENTS.
PER YEAR, 60 CENTS.



J. BALLARD CARROLL,

Secretary Associated Bill Posters' Association, U. S. and Can.

DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

The Revolt of the Protes.

Up to Canada the members seem to have everything at their own way. Their temporary existence not alone to the detriment of the public, but also in the rights of private citizens to enjoy the most ordinary comforts and liberties as Bowley. In Terrebonne for instance, a city of about seven thousand, there are no Bowley street cars or other accommodations which a community with over 100,000 people like us privileges and liberties. The Bowley is being and would easily succeed in securing it. It is not always big where such government prevails. This is true in an instance that the war against theatre posters should be carried out steadily and aimed with all seriousness. In St. John's, a city of about 100,000, the city council, in a recent session, voted to ban all posters for foreign and Canadian firms of less than £1000 each which the local merchants did not like. At the preliminary hearing the other day, there was the usual Mafred testimony from disgruntled. One of them, the Rev. Dr. G. H. Hartland, gave a cross examination that he believed the Bowley's influence was evil, and he had frequently urged against the Bowley. He had met the anti-Bowley at the Terrebonne Normal School, and even believed that if exhibited in public places their influence would be bad and dangerous."

What do you think of that?

Well, we would have quite a few Americans at sight of such a terrible truth and would blanch at a heavy thought.

It is extremely doubtful if courts of law can be found in any part of this civilized country to punish theatrical managers for putting up posters such as any respectable manager would think of placing on the walls. The Domestic News and all the better papers, the theatrical profession, would angrily and vigorously insist in the obiteration of any such attempt in the nature of stage posts. But, then there is something wrong in regarding any as an ordinary picture of a man in a suit, in a position or entirely childlike in his ideas. I consider it is certainly, one can we regard as anything but crude, hypocritical, and pretentious, the people who are froth and foam about those things is worse parts of the country at this time.—Lester Black and the *Domestic News*.

NEW YEARS NUMBER.

The former number of *BILLBOARD* Advertising was to be a memorable issue. It will have a different number next year, a list of sixteen pages, and the column will be one thousand copies of which it is designed to read at least fifteen hundred complimentary copies to advertisers and advertising agencies throughout England, Ireland, Scotland, South Africa and Australia. As this is a very valuable undertaking for so young a journal, we are going to call upon our friends in the advertising colonies to help us. In Great Britain, billposters, show posters, and advertising agents support their trade journal handsomely. These American advertisers should not be behind them in this regard, and have the opportunity to demonstrate the fact. We are in your advertisement. Read in the *BILLBOARD* this particular number a strong effort to mold across the seas; a greeting to you from the billposters and show posters of America to the members of the craft in foreign climes.

A GOOD ONE.



G. H. Hartland, whose influence is probably above that of any of the political leaders in the city, is probably closer in his chosen avocation. He has already achieved a splendid reputation which many an older man might envy. At present he is managing the advertising department of The Piccadilly Square Theatre of Montreal. His experience has been wide and varied and he has had a long and successful theatrical and stage career, having at different times been identified with New York Circus, Montreal's Piccadilly Circus, Stage Shows, Shows, The Petrels' and Louis Bell's Shows, besides putting on the annual shows at the St. Charles Theatre, New Orleans, Gladys Theatre, Chicago, and the like. He works with an enthusiasm and earnestness that command admiration, and bring to his old as appearance of such wide range as would be deemed almost impossible in a man of his years.

Marty Curtis.

There is no billposter, no show poster, no advertiser, and no agent is the last but what can well afford to exchange ninety cents for the new guide and pointer that a year ago was entitled to *BILLBOARD ADVERTISING* will bring him.

A B.I. Poster's Challenges.

There is a billposter in Hamilton, Ontario, where height is five feet eight inches and weight 180 pounds, who can easily hold a sheet over his head straight up to eighteen inches. We would like to have some one who can out-them Curtis.

Don't forget our special New Year's Number. It goes off over the world.

Do You Know Where Bill Is?

John J. Sheas of Belleville, Ontario, left his home to join the Woodmen Circus in 1915, but returned to the St. Lawrence River, where he has been ever since, but his family have heard nothing from him since. Any information about him will be quickly recovered by his wife.

Mr. Sheas was eighteen years old when he left.

An advertisement in our New Year's Number will be read throughout the native English speaking world.

BILL POSTERS IN KANSAS.

W. J. McAllister, of Topeka, Chairman in Session, Vice Chairman, Vice Chairman.

The New York State Billposters' Association held its fourth annual meeting in the New Orleans Hotel June 20-22.

Among those present were: George Costello, President of Syracuse; Vice President W. J. McAllister, of Topeka; Secretary, E. H. Hartland, of St. Louis; C. E. Clayton, Niagara Falls; H. L. East, Rock Island; E. A. Stahlhoff, Rochester; P. S. Eberle, W. L. Milburn, Webster; Harry L. Palmer, of Massillon, Ohio; A. Ferry, Batavia; John Evans, Mechanicville; Samuel Frost, New York; L. W. Barnes, Auburn; John Stephen, Utica, and Charles Wood, Jamestown.

Reports were read by the different associations and various other business was transacted.

Plans for the protection of the present members of the association and for the interests of their interests were proposed and discussed. The meeting was an interesting one, and all present took an active part. There was quite a spirited contest over the place of the annual meeting. It was finally decided to hold it in the Hotel May in Topeka, Kansas, May 2-4. In the evening of the meeting the performance of "Silent Assets" at the Lorraine Theater was witnessed by Manager Foster.

DENVER NOTES.

Mr. Turk, agent of the American Tobacco Co., is having his New Year's Number ready to drop in Denver at the present time, and he is a friend of all the Associated Billposters.

Mr. Bill Wheeler, ahead of "44, Fair of the West" was last week, and left on his way West.

Mr. Frank Murray, ahead of "Mable Jr.", painted the town in all colors for Henderson's greatest attraction, and has left for Los Angeles.

Mr. Dean, ahead of "Katie Horner," who is one of the most and most successful acts on the road, was here last week.

All the Gaieties in Denver are now open and doing good business.

Mr. Harry Ballou, of Cincinnati, is here in Denver picking up his last health. He is an old class billposter, and well known to managers over the country.

The Sets & Sets New Circus, now called the Paris Hippodrome Syndicate, is wintering in Denver, and will start from this point to the spring. They have the largest and most pretentious sets ever seen in the country, and everything is under one roof—enormous. Charlie Holden, the old, reliable agent, is here for the winter.

The Bill Whisky people, of Lexington, are increasing Colorado very strongly.

Charles Becker has contracted for two hundred stands of paper and fifteen thousand feet of salt and stone signs.

Over fifteen hundred copies of our New Year's Number will be mailed to members of the craft in foreign countries.

The Ancient and Honorable Calling of BILL POSTING.

The most ancient and noble profession of all, in that of BILL POSTING, if not the most ancient, is one of the most. The knowledge of knowledge, the pride in and make much of ancient things. If a family can trace back its ancestry to the days of William the Conqueror, it holds a proud position. The Power of Some states authority as a descendant of the Apostle, Peter, only attains limited power.

We, as BILL POSTERS, can trace our occupation and family back much farther than Apostolic times. We can go beyond the dark ages down to the dawn of Civilization in the shadow of Moses. The first BILL poster of whom we have a record is Moses, who put up a "big sign" (big hot) which guaranteed his leg clean and made compliance the "living plowman."

Moses followed the noble profession and gave notice to his generation, as chief of the "water basin," that a living plowman was coming.

The builder of the Tower of Babel erected a conspicuous "stair" to attract the attention of the world, but as it became an obstacle to public improvement, it had to come down. The cooperative workmen got to understand each other, which caused a big run on the "stair."

The prophet, who exhibited the public of cooling "water," not always in the way of "attractions" to his own, but much interest to that generation, at least. Elijah, the prophet, put on some good "show" work, when he called down fire from Heaven and made it not for the prophet, but for the people. The prophet, who exhibited such girth, attracted the public as the "original and only" perspective advertiser or herald of his day.

The red and crimson signs of this country, were always the art of BILL POSTING. They marked the sides of trees with their touchstone. Marking the way through primitive forests so that those who followed might not get lost.

The so-called "mountain" is art, the greatest pictures are only BILL POSTERS in a degree. They put on "show work" on canvas, put a gilt frame around it, and sell it for big prices.

Moses, we are hardly suret and make it a certainty, that the much-famed BILL POSTER, was in the front rank as the most ancient and honorable calling in existence.

A. W. W.

See our New Year's Number.

We will be sending out every BILL POSTER and Show Poster in America, for our New Year's Number. It is now decided to make it sixteen pages. We would like to make it thirty-two.

The Montana State Billposters Association, we are hardly suret, with a membership of over 100,000, will not Post Bills on Devil's Horns. Fred Keith, President, Billie J. M. Alexander, Vice President, Holmes; C. A. Barnes, Secretary, Missoula; J. H. Kidd, Treasurer, Missoula. G. H. Miller, Collector, Missoula.

BILLBOARD ADVERTISING is the most ancient and noble profession when the best of soldiers fall, because it is never conquerors. In arguments are no winners. In reasoning plots and to the best of our knowledge, there is no language left to help you in get it. Send us no names and sixty cents and we will send the paper to such address for three months. Read it in new papers for free.

★ BOOM + THE ★
NEW YEAR'S NUMBER
★OF★
Billboard Advertising

Sixteen Pages.

Lithographed Cover.

Edition 10,000.

IT GOES ALL OVER THE WORLD.

Send in Your Advertisements.

Make it a credit to the Craft.

EDITION ENLARGED. RATES REDUCED.

AN ADVERTISEMENT

This size in our famous
New Year's Number, will
be handsomely displayed
and inserted for
\$2.00
Two inch Single Column.

An Advertisement this size, One Inch Triple column,
\$3.00

One inch single column adv.
\$1.00

An Advertisement this size will just cost you
\$2.00

New this space would make nice Adv.
And All it costs in our Big Edition is
\$4.00

This one would give you a splendid advertisement for
\$5.00

How would this suit you, it's your for
\$1.00

ONE INCH QUADRUPLE COLUMN, \$4.00.

We want an advertisement from every Bill Poster in America for our big New Year's Number. We are going to send nearly two thousand complimentary copies to Bill Posters in Great Britain, South Africa and Australia, besides sending one to EVERY PROMINENT ADVERTISER in America. Every Advertisement will be worth many times its cost to the advertiser.

★SEND + COPY + NOW★

Address all communications for either the Editorial or Business Department to

BILLBOARD ADVERTISING CO.

Remit in any convenient form.

No. 11 W. EIGHTH ST., CINCINNATI, O.

PRUDER'S DOWN SOUTH.

The heat had an attack of violent insanity in Atlanta. The disorder appears to have first broken out, so far as the South is concerned, in Chattanooga, where, as was described some weeks ago in the *Entertainer*, there was a protest against putting up the paper of Herk's A. Black Sheep. The same poster on its arrival in Atlanta, provoked a similar outburst, and the *World's Christian Temperance Union* was beaten. This which appears to be perpetually going about seeking something with which to meddle, promptly took a hand in the proceedings initiated by several local persons. The first pictures, which stirred up the people of the community mentioned, is described by the Atlanta Constitution as follows:

The pictures caused some stir this. The Queen of Sheba, with her hair in a turban, wears a skirt of a woman's in a tight. The picture has for its background a popular shot of the wife, the figure of a woman in a turban, and a woman in a shade of blue. Standing with her weight upon one foot, the other being at rest, the left of the other rests upon the floor. The picture has the hair and features of a Queen. She has shoulders in a hair covering, and her hands are resting on her shoulders, spreading the mantle. A large diamond-shaped ornament is on the Queen's left shoulder. The picture is white in red upon blue, which are one of all mixture with the rest of the colors. The Queen is in a pose of repose, and is attractive in this view which shows a full set of large teeth, and has red and the evidence of meat in apparent.

At this distance the eyes can not look as though they were very much in the heat to become "revolutionized." Content to be, it is apparent to us that Mr. West and his son, Frank McKey, are about the last men connected with theatrical management in this country who would resort to an appeal to lascivious taste for way of attraction entombed "to one or other of their responsibilities." Their methods are described by their brother as "cruel, lecherous, and the like, nothing adverse about their shows or the novelties by which they are brought to public notice."

These well-known facts also a decided share of sharefife in the crowds of the people in Chattanooga, Atlanta and other Southern cities. In the last few days, however, in the course of the publications on the chief of all these, came a case against Herk's A. Black Sheep, charging him with selling or exhibiting pictures. Among the witnesses called to the stand was a young man named Hobie, who had done a good deal of the advertising. Here is a part of the cross-examination:

Q. Did that picture suggest any bad thought in your mind?
A. No.

Q. Who ever scratched his hand and said without?

Q. Can you name anyone whose mind you ever found impressed from looking at the M.F.?

Q. Well, sir, there were two or three girls who were very good-looking, and when I was with them I said that they were indeed attractive.

Q. Did they suggest any wrong thought in your mind?

Q. Well, when a male looks upon a female in that kind of a costume, impure thoughts are bound to come.

Q. But that is not what I want to know. What about the effect of that A. Black Sheep's poster?

Q. To my knowledge he was using thoughts from my mind.

Q. Do you attend the theater?

Q. I have not been in one in twenty years.

Q. Then you think they should be stopped.

A. Yes, that is my opinion.

It would be a fine thing if the moral, or the intelligence, or any part of the conduct of an American community could be guided by a class of persons, who believe in abolishing an institution which he has not seen for twenty years, and with which he obviously cannot be in full sympathy. A clever man, but a fool, in making of pictures of this type.

"To the pure, all things are lawful," and this much speech gains credence in the reversal Herk's A. Black Sheep's acknowledgment that he is obliged to "resist" to keep wrong thoughts from his mind. Evidently the justification behind the name was used could not find any use for all that, except the expense of the A. Black Sheep pictures, he has probably disclaimed the complaint, after hearing all the testimony that was offered.

—Laender Richardson's Dramatic News.

A NEWSPAPER'S PROFOUND.

The billboard is an American institution. That it is an effective and the cause of many a spectacular play can testify. There has, from time to time, been an attempt on the part of various managers or stores to eliminate the billboard as an advertising medium. In the case of a certain few managers, the attempt has been successful, but the billboard is a natural ally of the manager. In the great variety of plays however, it is a valuable auxiliary, and in that class of so-called drama devoted to spectacular effect, it is the main essential. Take, for instance, a production as "The Past" itself, and the billboard is the main reliance of the manager. The manager's appeal to the public, the billboard to another. Still, we must not be so hard on the manager, who can do without the one, and play with the other, but most plays require the assistance of both.

The billboard is in danger of losing its chief effectiveness for the theater through a little inattention. While it is true that the billboard, by the means of theatrical advertising, has given to various comedians, here goes to popular printers and chartered engravers in imitation of those used in the show business. These have created public situations as the billboard is the thought that new situations were coming to town. Instead it has been discovered that the billboard itself was not a new play, but a new play was being shown, past, present, anterior or posterior. So much so that recently advertising in imitation of the billboard has disgraced the curious public, and the billboard is no longer an object of interest. It is about time that theatrical managers should take note of this fact. For example, in the case of "The Past" itself, the billboard is a copy of the Advertiser's original at "Theatricals" (sic) showing.

Well, all billboard companies have a "soft copy," paying for results with passes, and getting their work done at a small figure. It is certainly true that the theatrical profession, which has given the billboard its marching capacity, that preparing should not be made up with tokens and meagre acknowledgments.—Sgt. Lafe Johnson, Advt.

Correspondents are requested to write only on one side of paper.

Among the Agents.

What the Boys Are Doing, and Where

They Are Located.

Tom Hesse, whose long stay at the Walnut Street Theatre, Philadelphia, is as notable, is a hard working advertiser, and of late years he has added to his duties the work of the Park. It is no easy matter to locate good men for these houses in a city like Philadelphia, and the reason is that in which the two theaters where mentioned are filled, reflects great credit on general Tom. He has been at the Walnut for ten years. His outside work is summer brings him in quite a sum.

John McMurtry of the Bowery Square Theatre, Boston, keeps all the rest of the advertising agents the same, and it is nearly his house to his credit of the others in the matter of filling. He is a brother of the first class, and is in the go all the time. You, friends see many and all the boys visiting Boston, and to see him.

The newest man is Brooklyn in Company of the American B.H. Pertine Company, of Brooklyn. He is on the go all the time, and to consequence he has few hours to himself. Last week he was removed to put on his going stands for Brooklyn, the big dry goods dealer of New York.

Sam Lowenstein is still with Ollie Higgs, and is now doing the work for the Hirsch's, in St. Louis. Sam, the son of a great broker, and it is said that it was the last big theatrical entertainment he had been there in years. Sam has been at the head of the advertising department for Mr. Higgs a number of years, and has a host of friends among the advance agents. His salary work is most excellent.

Charlie Stevens, who is the advertising agent of the French's Theatre, Toledo, has the town to himself and his bill it's not covering the entire city. His work is most efficient, and he has been in the employ of the house for a number of years. We still need to handle "well" names, as the new house will open the latter part of September and will make a strong bid for public favor.

Tony Wissner is still located at the Multiple Theatre, Philadelphia, and a visitor to that city can easily see that the newish Bond Street house is filled for next year. Mr. Wissner does more commercial work than any other advertising man in Philadelphia, and consequently is here twelve months to the year. He is in constant touch with theatrical managers and it is his desire to have a list of the best advertisers in the eastern country.

Frederick Cook is certainly showing the Grand Opera House, Pittsburgh, in a front class as regards advertising. He has been there only a few months, but has made his presence felt and from a reliable source we learn that he knows the best of the theater boys located at the time.

Pete Cannavaro is doing some fine work ahead of "Mamie." His specialty is cloth houses and he gets a showing that makes many a dollar to the Company.

George Cummings is still at Palermo's Theatre, New York, and of late his house is once more in high demand. George is a quiet fellow and gives no blarney to his own house, but his work is exceedingly clever. His last names in the circus business was Mr. with the Pennsylvania Show, and he was a most reliable man.

Thomas Riley of the Lyceum Theater, Philadelphia, is quite popular with all the agents of the many vaudeville situations that play in that city. Tom is never too busy to take care of it, and the winter has been a most eventful one. Tom's bark is a dark bark.

William MacLean is still at the Boston Theatre, and seems to be married to the town, as he has more money than he "knows what to do with." He is a dirt cheap man, and if he was not he could not have remained ten years with Eugene Yankovich.

Tom Campbell has two houses to look after, the Academy, and the St. Charles in New Orleans. He has yet in a number years with Kline & Hollings, and with "Bilby" Kowalski at his back, he is sure to add another success to his great record.

When in Buffalo, Tom takes the town in great shape, and secured a splendid engagement to go ahead of the Similar.

Henry's Acres of Trained Animals is now as the North Texas Circuit. John Codd is in advance and "weds him up" to the boys at the right spot and a boy.

THE PANTHER PARK.

Tom is from the Stevens' American Music Hall, and has now taken the motor field quite seriously. In New York, and it is said that he is not the rest of the country as well, they are using a twelve sheet stand showing the trademark of the 1918 crop in colors, and the words "Prairie-Vanilla Scent" in big white letters on a blue background. The effect is good.

Tom is a man who has been continually in trouble to which I have already referred in this column, and this again emphasizes the importance of posters as an advertising medium in France and more lately in England. Of course, whatever fate will take us might in five hours, to find our way to America, and if the popular shout should become the issue, it will affect our poster business in a most serious manner. But we must have a poster, and these must be good, for poster that is not an unusual thing to have an addition added to it for collector's use only. It is doubtless, however, that an advertisement should be sought for the same or an equivalent in a music, but the whole field of American theatricals presents an such opportunities in this direction as do those of France, and we have the artists, but we have many good illustrators, whose advertising would appreciate a bit of work in color which they could shade wholly to themselves, especially if it came through a channel accepted by British approval. There is now being held a poster exhibition in Paris, and it is a good idea to have a copy of French posters in this country in pictures of men like Mr. A. St. Denis, of the *Crusader*, it might not be a difficult matter to have them in show, say at the Alhambra Club, for a shilling and a viewing.—(See Advertising).

A DISMISSED REFLECTION.

A crusade against billboards, based upon the theory that they do not belong on our streets or highways, is a curious one, for the billboard is a mile of artistic theatrical drama, and in as many respects as a picture, a drama, a poem, as well as constitutes a public synonym.

The above paragraph from the editorial page of the *New York Domestic Review*, November 27th, is a fair sample of what a journal does not know about the boards. It is a little more remarkable than usual, seeing as it does from a recognized authority on advertising, who apparently does not know much about things theatrical. As a matter of fact, there never was a time when theatrical managers relied on the boards to the large extent that they do at present. Never in the history of the business, has the value of posters been so fully recognized and universally studied as recently by the way, which will continue to stand, until a modern and more effective method is discovered, and that will be soon.

It would be interesting to know just what the show pictures of this sort of us-commande effluvia, especially those who have advertisements now running in the columns of the *Review*.

PASTE THIS IN YOUR HAT.

What is Better, for a Visible Bill
Poster to Paste It?

It is a conceded fact that advertising makes a business. Successful business men all will testify to the fact. It is no service in this article—for each of us it proves to ourselves and others goes to a big outlay of money and unoccupied hours, which is no progress with the right kind of poster. The question is, "What do people do when you have *the* poster? That is in a nut shell. The question is, "How can I reach in the most striking way, the greatest number of people who need my goods or services in my particular line and at the least cost?"

My thinking business man, with all due respect for our friend the newspaper man, there is but one answer to this letter, or rather *advertisers*. Get them up high, from the top. Paste it, and let it be described! The most effective way reaches them, they are in his line. The professional men reads them, they are ready, and he can't help himself if he would. The laborer reads them, they are a reference from his work. The women read them, just to see what they may be. The children read them, they're half as old as we. The ones who buy them, they bring the money, and pay for the less money. Not by all means! Newspaper work good in some directions, but stop and figure how many more people will need price work of judgment telling them what work of newspaper job?

There is but one thing better than posters, and that is better, more effective, longer, and of course more money, that is Advertising signs. Printed signs.

Advertise my board, but do it right. It will make your business.

Do it wrong and it will break your business.

Yours as a prominent concern,
Ernestine, your Bill Poster.

Henry W. Thompson, one of the most efficient Bill posters on the coast, and a long time with John Williams of Portland, is now with the Seattle City Bill Posting Co.

POSTERS FOR RETAILERS.

The most curious and interesting of all the methods for poster advertising is the device of public buildings and business houses. Just two words, one of which is "public" and the other "private".

It is even worse to you how ridiculous they are?

If you wish to pass through the portals of success, you must either "push" or "pull".

It is always best and easiest to push. If you pull you have to stop and stop out of the way of the public, while if you push, you can go right in.

There are many ways to push a business, especially a retail business, and there were many yet who pushed hard enough, but when achieved some fair measure of success.

Strongly enough however, the strongest push of all in this least employed. You have reference to posters. How few retailers have any idea of posters.

And yet there is nothing as simple, so reliable, and so sure, nothing that will profit you more than the run-of-the-mill investment. Try it just once. If you have one poster printed in your city your local W.H. poster is likely an agent for some 40 miles along pasture, no reference to our advertising columns will get you more business with some responsible firms. Obtain prints from those who try the first poster and then have one or two reprinted with your copy, have it short, sharp and crisp. A good rule is one line and one article in one poster.

These hit the city thoroughly, and get them out into the country side. Get well for it that you will not only find that it pays but you will do it again as soon as you get the opportunity.

OUR ADVERTISING NOW.

We have been invited that general business, and by that we mean the general activity in the city, would improve with very great rapidity after the election. The most natural legislation of the new Congress will be that of the time at least. As far as we are well made, above the American business world should prove to the dogs, that this should be so, for evidently only half a chance to recover such losses deserves attention. It is the advantage which the business situation commands at the present time, which it is the natural tendency of the business man to take. The natural tendency is that all persons engaged in buying, transporting and trade now have a basis of operations upon which to proceed.

They know who is coming and hence know what to calculate upon. Consequently they are able to proceed, in some cases rapidly in some very slowly. The bankers most necessarily be cautious for a time, probably for a considerable time. A great body of consumers are here, without checks, and at least without some part of them. They cannot buy as generally. They want very something, and they will, and as gradually in all directions in all branches of commerce, business will pick up.

In the time, then, to begin to observe the signs, we hardly, perhaps, but steadily. The merchant is after the dollar, and the dollar is the only thing which will begin to have these independent commodities from these firms favored, and, while from necessity or caution, they will spend them, and the merchant who consumes himself best, who posts in the columns of good advertising me-

dioms his big business of store men, who by an unanswerable ingenious method of presenting his business, begins to do it now will reap the greatest gain. The processions is beginning to move and the persons who do not join in it are not going to feel well in the general distribution of power at the end of the march—Clement Price.

A woman bought a well-organized office from a peddler. In the evening she showed it to her husband, a hardware dealer, who told her he kept the same thing in his store for half the price she paid. "Well," said she, "why don't you advertise? Nobody ever knows what you have for sale."—*Brooklyn Journal*.

A good advertisement is read by buyers, but a poor advertisement is read by nobody but the good reader—*The King's Jester*.

Or in An Advertisement.

There are men who don't feel A pleasant duty we have here. When we eat cold, clear and dry, it is advertisement that we eat! But when we eat a meal in the house, it is the house that we have been educated to do good as well as to eat so good. That would not add to that fine name. By the way, we have been educated to eat cold, clear and dry, never from the pleasing convenience. The taste of meat that cooks certain. Before the truly good and white? (1) Advertising! (2) Advertising! (3) Advertising! (4) Advertising! (5) Advertising! (6) Advertising! (7) Advertising! (8) Advertising! (9) Advertising! (10) Advertising! (11) Advertising! (12) Advertising! (13) Advertising! (14) Advertising! (15) Advertising! (16) Advertising! (17) Advertising! (18) Advertising! (19) Advertising! (20) Advertising! (21) Advertising! (22) Advertising! (23) Advertising! (24) Advertising! (25) Advertising! (26) Advertising! (27) Advertising! (28) Advertising! (29) Advertising! (30) Advertising! (31) Advertising! (32) Advertising! (33) Advertising! (34) Advertising! (35) Advertising! (36) Advertising! (37) Advertising! (38) Advertising! (39) Advertising! (40) Advertising! (41) Advertising! (42) Advertising! (43) Advertising! (44) Advertising! (45) Advertising! (46) Advertising! (47) Advertising! (48) Advertising! (49) Advertising! (50) Advertising! (51) Advertising! (52) Advertising! (53) Advertising! (54) Advertising! (55) Advertising! (56) Advertising! (57) Advertising! (58) Advertising! (59) Advertising! (60) Advertising! (61) Advertising! (62) Advertising! (63) Advertising! (64) Advertising! (65) Advertising! (66) Advertising! (67) Advertising! (68) Advertising! (69) Advertising! (70) Advertising! (71) Advertising! (72) Advertising! (73) Advertising! (74) Advertising! (75) Advertising! (76) Advertising! (77) Advertising! (78) Advertising! (79) Advertising! (80) Advertising! (81) Advertising! (82) Advertising! (83) Advertising! (84) Advertising! (85) Advertising! (86) Advertising! (87) Advertising! (88) Advertising! (89) Advertising! (90) Advertising! (91) Advertising! (92) Advertising! (93) Advertising! (94) Advertising! (95) Advertising! (96) Advertising! (97) Advertising! (98) Advertising! (99) Advertising! (100) Advertising!

Gen. S. B. B.,
"Profitable Advertising."

HOW IT LOOKED

AND

HOW IT SHOULD HAVE LOOKED.

Take the following one-sheet poster, which, indeed, is far above the average commercial poster in point of composition, arrangement and display, and examine it:

Smith Hardware & Iron Co.

Manufacturers of and Distributors

STOVES, FURNACES AND HEATERS

Tin, Copper & Sheet Iron Ware,

TRIVETS, IRON, STEEL, FAUCETS, BURNERS, KETTLES,

of every description

Everything at St. Louis Prices.

116 Broadway. East St. Louis

There compare it with what it should have been. Can there be any question in regard to the inferior advertising value of the two?

STOVES.

SMITH Hardware CO.

314 Broadway

A SUGGESTION.

The following idea is submitted by BILLBOARD ADVERTISING for a one-sheet poster to advertise breakfast foods. Properly executed and judiciously used it would prove very effective.

A Dainty Breakfast.



It might be painted either in colors or monochrome. In fact, would look almost as well in a rich Vandeleur brown, as it would in four or five pastelings.

